



News Release

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Media Contact:
David Neville
(801) 538-6917 or (801) 386-1316

UDOH Contest Launches for “4th and 5th Graders Only” *Students invited to create new anti-tobacco ads*

(SALT LAKE CITY) – No 6th graders, no 7th graders and definitely no 12th graders pretending to be 5th graders. Only 4th and 5th graders are allowed to submit TV, radio or billboard ads for the Utah Department of Health’s (UDOH) 2011 Anti-tobacco Advertising Contest.

“We have held the contest annually since 1998 to encourage 4th and 5th graders to fight back against the tobacco industry’s manipulative tactics,” said David Neville, marketing coordinator for the UDOH TRUTH campaign. “Last year we received more than 8,000 entries from all across Utah.”

Ads are due by March 31, 2011, and must educate the public about the dangers of tobacco. The ad chosen as “Best of Show” will be professionally produced and the creator awarded \$400. First, second and third place will win \$300, \$200 and \$100 respectively for each category: TV, radio and billboard.

“Big Tobacco outspends the UDOH Tobacco Prevention and Control Program by 7 to 1,” said Neville. “However, efforts like the contest have been effective, helping to drive the youth smoking rate down by 29 percent since The TRUTH campaign began in 1999.”

The TRUTH will visit elementary schools all across the state to educate and invite students to participate. Prevention is important because 90 percent of adult smokers begin lighting up before age 19 and one in three will eventually die of a tobacco-related disease. For entry forms, rules, or more information please visit www.youthagainstitobacco.com

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.